



City of Seattle

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Gregory J. Nickels, Mayor  
**Department of Planning and Development**  
D. M. Sugimura, Director

**CITY OF SEATTLE  
ANALYSIS AND DECISION OF THE DIRECTOR  
OF THE DEPARTMENT OF PLANNING AND DEVELOPMENT**

**Application Number:** 2404605  
**Applicant Name:** Terry Sandblast for Clear Channel Outdoor  
**Address of Proposal:** 1105 – Olive Way

**SUMMARY OF PROPOSED ACTION**

Master Use Permit for future construction of an externally illuminated 672-square-foot off-premise advertising sign with an overall height of 27 feet. The project is a relocation of billboard registration number 145. The sign display will be oriented toward northeasterly bound Olive Way traffic.

The following approval is required:

SEPA - Environmental Determination - Chapter 25.05, Seattle Municipal Code.

**SEPA DETERMINATION:** ☐ Exempt ☒ DNS ☐ MDNS ☐ EIS

☐ DNS with conditions

☐ DNS involving non-exempt grading, or demolition, or another agency with jurisdiction.

**BACKGROUND DATA**

Site and Vicinity Description

The proposal site is located in the DMC/240' zone: Downtown Mixed Commercial, with a structure height limit of 240 feet. The site is located at the southeasterly corner of Boren Avenue and Olive Way. There is an existing structure on the property located on the southwest side of the site, which was

constructed as a service station but is now operated as an auto sales office. The remainder of the site is used as surface parking.

Properties that are adjacent to the site northeasterly of Boren Avenue are zoned DMC/240'. Properties located southwesterly of Boren Avenue are zoned DOC 2/300': Downtown Office Core 2, with a structure height limit of 300 feet. Surrounding development consists of an automotive retail sales use and various office, parking, and residential uses typical of downtown neighborhoods.

### Proposal Description

The applicant proposes to install and maintain a single-faced off-premise advertising sign (billboard) (half of a double-faced pole sign structure that also includes an on-premises sign) on the southwest side of the existing pole sign structure located on the northeast side of the property adjacent to an alley. The upper edge of the proposed pole sign will not exceed 27 feet in height, and the total area of the sign face will have 672 square feet of copy (48 feet wide by 14 feet deep). The sign face will be oriented in a southwesterly direction, with the display surface to be externally illuminated.

### Public Comments

No comments were received during the public comment period for this project, which ended on November 24, 2004.

### **ANALYSIS - SEPA**

The initial disclosure of the potential impacts from this project was made in the environmental checklist submitted by the applicant dated September 22, 2004. The information in the checklist, project plans, and the experience of the lead agency with review of similar projects form the basis for this analysis and decision.

The SEPA Overview Policy (SMC 25.05.665 D) clarifies the relationship between codes, policies, and environmental review. Specific policies for each element of the environment, certain neighborhood plans and other policies explicitly referenced may serve as the basis for exercising substantive SEPA authority.

The Overview Policy states in part: "where City regulations have been adopted to address an environmental impact, it shall be presumed that such regulations are adequate to achieve sufficient mitigation" (subject to some limitations). Under certain limitations or circumstances (SMC 25.05.665 D 1-7), mitigation can be considered. Thus, a more detailed discussion of some of the impacts is appropriate.

### Short-Term Impacts

The following temporary or construction-related impacts are expected: decreased air quality due to suspended particulates from construction activities and hydrocarbon emissions from construction vehicles and equipment; increased traffic and demand for parking from construction equipment and personnel; increased noise from vehicles, construction equipment, and construction; and consumption of renewable and non-renewable resources. Due to the short term and minor nature of construction impact associated with the construction of the sign, no mitigation is warranted by SEPA policies.

### Long-Term Impacts

Long-term or use-related impacts include minor ongoing use of electricity to light the sign faces, and increased traffic, noise, and vehicular emissions from the copy posting and routine maintenance visits to occur at the rate of one to two trips per month. The long-term and use-related impacts are minor, and therefore no mitigation is warranted pursuant to SEPA policies.

The Sign Code (SMC 23.55) regulates the location, size, and other characteristics of off-premise signs and provides sufficient mitigation for the following impacts:

### Cumulative Impacts

The revised Seattle Sign Ordinance has reduced the number of billboard advertising signs permitted in a given area of the City by modification of the sign dispersion standards. Sign dispersion standards limit the number of signs by requiring a minimum separation between signs and permitting a maximum number of signs in a one-half mile distance. According to SMC 23.55.014 E, the number of advertising or off-premise sign faces is limited to two signs within 300 lineal feet, with a minimum separation of 100 feet between sign structures, when counting both sides of the street. Further, the total number of advertising sign structures permitted within a linear distance of 2,640 feet is five.

According to DPD records, site observation, and information provided by the applicant, there are no other sign faces within 300 feet. According to a dispersion count furnished on the plans by the applicant, as well as DPD land use maps and site observation, there are two existing billboard structures within 2,640 feet of the proposed new billboard. Also, the proposed sign is a relocation of Sign No. 145 (existing pole sign) from another location pursuant to SMC Section 23.55.014 A (citizen request under Section 23.55.014 A 1 c). The dispersion requirements and zoning standards were further reviewed by the DPD sign inspector and the proposed sign has been found to show compliance with the applicable requirements. Therefore, no further mitigation pursuant to SEPA is warranted.

Light and Glare

The Sign Code also limits fluorescent lighting of off-premise advertising signs to one watt per square foot of sign area (23.55.014 E) and requires that light sources be shielded so that direct light is not visible on adjacent properties (23.55.016). The sign face is approximately 13 feet above the existing level of the street. The proposed sign will be illuminated by halophane lamps, which will be obliquely directed toward the sign face and shielded to minimize glare. Lighting periods will be limited to dusk to midnight and 6 a.m. to dawn. Light and glare impacts are thus sufficiently mitigated by the Sign Code lighting standards.

**DECISION - SEPA**

This decision was made after review by the responsible official on behalf of the lead agency of a completed environmental checklist and other information on file with the responsible department. This constitutes the Threshold Determination and form. The intent of this declaration is to satisfy the requirements of the State Environmental Policy Act (RCW 43.21C), including the requirement to inform the public agency decisions pursuant to SEPA.

- [X] Determination of Non-Significance. This proposal has been determined to not have a significant adverse impact upon the environment. An EIS is not required under RCW 43.21C.030 2c.
- [ ] Determination of Significance. This proposal has or may have a significant adverse impact upon the environment. An EIS is required under RCW 43.21C.030 2c.

**CONDITIONS - SEPA**

None.

Signature: \_\_\_\_\_ (signature on file) Date: December 30, 2004  
William K. Mills, Land Use Planner  
Department of Planning and Development  
Land Use Division

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